

## 2.明昌國際工業股份有限公司

### 2.1 明昌國際工業股份有限公司簡介

#### 明昌國際-工具箱和醫療設備領域獨樹一幟的領導者

表 3-1 明昌國際工業股份有限公司簡介

公司名稱	明昌國際工業股份有限公司
公司品牌	BOXO、BAILIDA
創立時間	民國 65 年
公司人數	臺灣約 420 人、大陸約 130 人
經營理念	誠信、卓越、與時俱進、追求共好共富共榮
公司產業特質	1. 全球空間應用與存儲專家 2. 由生產鋼製家具起家，核心業務包括：DIY 工具箱和專業工具箱、工具車與存儲、醫療推車與設備、智能與節能存儲
隱形冠軍特質	<b>目標市場</b> 積極參與國際市場，特別是美國市場，並透過子公司進行 B2C 電商業務。藉由亞馬遜等電子通路，使公司能夠直接觸及國際消費者，提供多元化的產品，進而擴大市場占有率。 <b>產品品質</b> 傳承了臺灣工業的高品質製造傳統，以 QCD(品質、成本、交期)為重要指標；不斷提升產品品質，確保交期準時，同時能保有具競爭力的價格。公司優越的品質使其能夠在高度要求的醫療設備市場中建立良好的聲譽。而持續性的研發創新與擴展產品線，能滿足客戶需求，並提供多元選擇。
未來展望	近年來在醫療產業方面有顯著的增長，未來將加強在該領域的推廣。

## 2.2 中文產業故事短篇

明昌國際是一家以工具箱、醫療設備等產品為主的製造公司，成立於 1976 年。公司以卓越的技術、品質和具競爭力的價格在市場上享有聲譽。明昌國際以不斷創新、積極運用網路行銷策略，來擴大市場占有率。

### (1) 領導與經營策略

明昌國際的成功源自於其優秀的領導團隊和明智的經營策略，特別是企業二代張庭維於 2020 年繼任董事長後，公司的經營治理走向集體領導、民主決策的模式，企業文化更為積極與創新。公司採用多角化的市場經營策略，將資源合理分配到不同業務領域，並結合傳統的參展方式和輔以現代的網路行銷，確保產品在市場上的曝光率。此外，公司的管理實力及資源運用，使其在競爭激烈的市場中保有競爭優勢。

明昌國際注重研發創新，不斷投入研發領域、開發新產品、提高產品性能，以滿足市場需求。研發團隊具有豐富的經驗與創造力，確保產品保持領先地位。公司的品牌管理也是明昌國際成功的關鍵因素之一，品牌如 BOXO 和 BAILIDA，都以高品質和高性能著稱，建立了客戶的信賴。

明昌國際的客戶來自於各個領域，公司與客戶建立穩固的合作關係、滿足客戶需求，並積極開拓市場，提高市場占有率。儘管面臨著市場競爭激烈、技術不斷更新、環保法規更為嚴格等挑戰，明昌國際有信心能克服困難，實現永續發展。

### (2) 關鍵技術或服務模式

明昌國際以獨特的關鍵技術和服務模式嶄露頭角。公司的核心技術包括鈹金技術，並以自動化製造流程管理、數位管理和產品開發能力等三項為企業主要的核心優勢。公司主要專注於工具箱和醫療設備領域，其關鍵技術在這些領域中至關重要。

在工具箱領域，公司的關鍵技術包括先進的設計和製造工藝，力求提高產品性能、滿足客戶各種使用的需求情境。公司提供客製化解決方案，滿足客戶特殊要求，並同時提供客戶 OEM 及 OBM 的彈性服務，贏得客戶讚譽。

在醫療設備領域，公司與代理商合作，確保產品能夠順利送達醫療機構客戶手中。公司的服務模式宗旨在確保醫療設備的高品質和可靠性，並與建立醫療機構長期合作關係。

### (3) 研發創新

明昌國際在產品設計方面擁有多項專利，致力於不斷創新，滿足客戶多樣化需求。公司的研發團隊具豐富經驗，持續投入研發、開發新產品、推動產品改進。

公司除關注當前的技術趨勢外，也積極導入新技術，以提高產品的性能和品質。同時，公司與客戶緊密合作，了解客戶需求、提供解決方案。公司也投資於網路行銷，利用現代技術和數據分析了解客戶行為，因應市場變化。

#### **(4) 品牌**

品牌在明昌國際的成功中扮演著關鍵角色，旗下品牌如 BOXO 和 BAILIDA，已在市場上建立了良好聲譽；公司並積極進行品牌管理，視品牌形象為重要的市場區隔因素。公司不僅提供高品質產品，還進行市場推廣和廣告宣傳，提高品牌知名度，以確保在市場中取得成功及贏得客戶的忠誠度。

#### **(5) 顧客與市場**

顧客和市場在明昌國際的經營中有著極為重要的地位，公司深知滿足不同客戶需求的重要性是未來成功與否的關鍵。對工業客戶，公司提供高品質且耐用的工具箱，不斷改良產品，提供客製化解決方案，建立穩固合作關係。在醫療設備領域，公司與醫療機構建立長期合作關係，提供高品質且可靠的設備，滿足客戶高標準的需求。公司也積極參與行業活動，提高品牌知名度和顧客信任。

面對迅速的市場變化，公司投資於網路行銷，吸引潛在客戶，擴大市場範圍。公司也進行客戶的上網行為分析，將網站最佳化，提供更好的使用者體驗。

#### **(6) 產業挑戰與發展策略**

製造業通常都面臨著如何將經驗轉化為標準化流程、人力短缺及培養新一代接班人的挑戰。除此之外，面對工具箱市場的競爭對手也致力於提供高品質和功能性卓越的工具箱產品，明昌國際透過不斷研發創新、提高產品性能、積極參展、加強市場推廣來因應此一挑戰。在醫療設備領域，監管要求與標準的提高，促使明昌國際必須不斷更新技術，提供更好的產品和服務，以保持競爭優勢。

#### **(7) 小結**

明昌國際以高品質產品、研發創新、市場推廣和與代理商合作等要素取得成功。公司深刻理解不同客戶需求，提供客製化解決方案，以滿足客戶所需。明昌國際將繼續保有積極進取的態度，透過優質產品、卓越服務和創新技術，帶領公司邁向成功之路。

## 2.3 英文產業故事

### **Machan International - the distinctive leader in tool boxes and medical devices**

Table 3-2 Introduction of Machan International Co., Ltd.

<b>Company Name</b>	Machan International Co., Ltd.
<b>Company Brand</b>	BOXO, BAILIDA
<b>Incorporation Date</b>	Incorporated in 1976
<b>Number of Employees</b>	Around 420 in Taiwan and 130 in Mainland China
<b>Business Philosophy</b>	Integrity, Excellence, Progress with the times, Pursuit of Common Good and Shared Prosperity
<b>Company Attributes</b>	<ol style="list-style-type: none"> <li>1. Expert in global space applications and storage</li> <li>2. Started out by manufacturing steel furniture. Its core businesses include: DIY tool boxes and professional tool boxes, tool carts and storage, medical trolleys and equipment, and intelligent and energy-saving storage</li> </ol>
<b>Qualifying as a Hidden Champion</b>	<p><b>Target Market</b> Actively engaging in the international market, especially the U.S. market, and conducting B2C e-commerce operations through subsidiary companies. Through internet channels like Amazon, the company can directly reach international consumers, offer a diverse range of products, and thereby expand market share.</p> <p><b>Product quality</b> Continuing the Taiwan industrial tradition of manufacturing high quality products with Quality, Cost, and Delivery (QCD) as important benchmarks; carrying on improving product quality ensuring on-time delivery, and maintaining competitive pricing. The superior quality has allowed the company to establish a strong reputation in the highly demanding medical equipment market. Continuous research and innovation as well as product line expansion, meeting customer needs and providing diverse choices.</p>
<b>Future Prospects</b>	There has been significant growth in the healthcare industry in recent years. Strengthening our promotion in this field will be our future target.

Machan International is a manufacturing company primarily focused on products such as toolboxes and medical equipment. It was established in 1976. The company has gained a reputation in the market for its outstanding technology, quality, and competitive pricing. Machan International continuously innovates and actively employs online marketing strategies to expand its market share.

### **(1) Leadership and Business strategies**

The success of Machan International can be attributed to its excellent leading team and wise management strategies, especially after the second-generation leader, Zhang Tingwei, took over as Chairman in 2020. The company's governance has transitioned towards a model of collective leadership and democratic decision-making, fostering a more proactive and innovative corporate culture. The company employs a diversified market operation strategy, allocating resources efficiently across different business domains, combining traditional participation methods with modern online marketing to ensure product exposure in the market. Furthermore, the company's management prowess and resource utilization have allowed it to maintain a competitive edge in a fiercely competitive market.

Machan International places a strong emphasis on research and innovation, continuously investing in R&D, developing new products, and enhancing product performance to meet market demands. The experienced and creative R&D team ensures the products maintain a leading position. Brand management is also a key factor in Machan International's success. Brands like BOXO and BAILIDA are renowned for their high quality and performance, earning the trust of customers.

Machan International's customers come from various fields. The company establishes strong partnerships with its customers, meets their needs, and actively explores the market to increase its market share. Despite facing challenges such as intense market competition, ever-evolving technology, and stricter environmental regulations, Machan International is confident in its ability to overcome difficulties and achieve sustainable development.

### **(2) Key technologies or Service models**

Machan International stands out with its unique key technology and service model. The company's core technology includes sheet metal technology, and it primarily relies on three main core advantages: automated manufacturing process management, digital management, and product development capabilities. The company's main focus is on the fields of toolboxes and medical equipment, where its key technology is crucial.

In the toolbox field, the company's key technology involves advanced design and manufacturing processes, aimed at enhancing product performance to meet various customer usage scenarios. The company offers customized solutions to meet specific customer requirements and provides flexible services for both OEM and OBM, earning praise from customers.

In the medical equipment field, the company collaborates with distributors to ensure that products are delivered smoothly to healthcare institutions. The company's service model is dedicated to ensuring the high quality and reliability of medical equipment and establishing long-term partnerships with healthcare institutions.

### **(3) Research and Innovation**

Machan International holds multiple patents in product design and is dedicated to continuous innovation to meet diverse customer needs. The company's R&D team has rich experience, consistently invests in research and development, initiates new product development, and drives product improvements. In addition to monitoring current technology trends, the company actively adopts new technologies to enhance product performance and quality. Simultaneously, Machan International collaborates closely with customers to understand their needs and provide solutions. The company also invests in online marketing, utilizing modern technology and data analysis to comprehend customer behavior and adapt to market changes.

### **(4) Brand**

Brands play a crucial role in the success of Machan International, and its flagship brands like BOXO and BAILIDA have established a strong reputation in the market. The company actively engages in brand management, considering brand image as a vital market differentiator. Machan International not only offers high-quality products but also conducts market promotion and advertising to enhance brand recognition, ensuring success in the market and earning customer loyalty.

### **(5) Customers and Market**

Customers and the market hold an extremely important position in the operation of Machan International. The company deeply understands that satisfying the diverse needs of different customers is a key factor for future success. For industrial customers, the company provides high-quality and durable toolboxes, continuously improving products, offering customized solutions, and establishing strong partnerships. In the field of medical equipment, the company builds long-term relationships with healthcare institutions, providing high-quality and reliable equipment to meet the customers' high standards. The company also actively participates in industry activities to enhance

brand recognition and customer trust.

In the face of rapid market changes, the company invests in online marketing to attract potential customers and expand its market reach. The company also conducts customer online behavior analysis, optimizing its website to provide a better user experience.

#### **(6) Industry challenges and Development strategies**

The manufacturing industry typically faces challenges in how to transform experience into standardized processes, dealing with workforce shortages, and nurturing the next generation of successors. Furthermore, in the face of competition in the toolbox market, where competitors are committed to providing high-quality and functionally superior toolbox products, Machan International addresses this challenge by continuously innovating in research and development, enhancing product performance, active participation in trade shows, and strengthening market promotion. In the field of medical equipment, increased regulatory requirements and standards necessitate that Machan International continually updates its technology to provide better products and services, in order to maintain a competitive edge.

#### **(7) Conclusion**

Machan International has achieved success through high-quality products, research and innovation, market promotion, and collaboration with distributors. The company deeply understands the diverse needs of different customers and provides customized solutions to meet those needs. Machan International will continue to maintain a proactive approach, leading the company towards success through high-quality products, excellent service, and innovative technology.